

Empowerment of Women Farmers Groups in Improving Family Economic Standards through Production and Marketing of Products Based on Local Excellence in Prasi Gading Probolinggo

Akmal Mundi^{1*}, Hasan Baharun²

1) Universitas Nurul Jadid, Probolinggo, Indonesia

2) Universitas Nurul Jadid, Probolinggo, Indonesia

*e-mail: akmalmundi@gmail.com

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Abstrak :

Prasi is a rural village where most of the population is farmers. This village is indeed classified as fertile with abundant water, so it is not surprising that rice is the primary commodity that the Prasi village community relies. In addition to rice, local advantages in this village are from the plantation sector, namely areca nut plantations and catfish cultivation. The people of Prasi village grow rice and sell it in rice, plant betel nut and sell it in the form of areca nut, cultivate catfish and sell it in the form of catfish. There is no innovation to make their crops more valuable. Even if they want to innovate a little, their results will be excellent. The problem lies in the lack of knowledge about alternative management of existing resources and the lack of interest in entrepreneurship. With the empowerment program with KWT (Group Women Farmers) based on local advantages, it is hoped that the gap in economic problems can be overcome by making the community business actors. KWT itself is a group of women who are members of the former groups. The program emphasizes the importance of innovation in harvest management and creating a creative entrepreneurial community in managing crop yields to improve the welfare of residents. The program was carried out through several essential steps, such as increasing the interest of citizens in entrepreneurship through seminars, product manufacturing training, and marketing strategies carried out with KWT (Group of Women Farmers).

Kata Kunci: *Woman Farmers Groups, Family Economic Standards, Production, Marketing*

INTRODUCTION

One of the fundamental issues often discussed in society is economic problems. Economic problems that often occur are unemployment, underdevelopment, and powerlessness.(Mundi et al., n.d.) These problems occur not only in cities but also in villages. The cause of these problems generally occurs due to two things: the community cannot manage existing resources and the lack of innovation in managing existing natural resources.(Chen & Lee, 2018) This phenomenon often occurs in almost all locations in Indonesia, one of which is Prasi village. Prasi Village is one of the Gading sub-district, Probolinggo district, where most of the population works as farmers. This village is indeed classified as fertile with abundant water, so it is not surprising that rice is the primary commodity that the Prasi village community relies on. As the main commodity, rice is the primary economic source of the people in this village, but rice is a plant with a relatively long distance between planting and harvesting of about four months. Of course, this time is quite long for people who

entirely depend on harvests and yields. Erratic harvest due to the rainy season and attacks by pests such as leafhoppers and rats.(Tomalin, 2018)

The total population of Prasi village is around 3,480 people, with a male population of 1,678 and a female population of 1802. With an area of 3.61 km². Rice field area: 232 Ha, yard area 14, 33 Ha, and non-agricultural area 114, 60 Ha. The residents of Prasi village are divided into four hamlets, namely: Daris hamlet, Bercak hamlet, Krajan hamlet, and South Prasi hamlet. Divided into 8 RW and 19 RT. The number of Family Cards (KK) is 1223, with a record of Family Cards classified as poor in as many as 629 families. The daily language of the majority of Prasi villagers uses the Madurese language. The source of cooking fuel uses 3kg LPG and firewood. The source of drinking water for most families is using springs.

Most villagers' primary source of income is in the agricultural sector with professions such as farmers and agricultural laborers. About 88% of the number of households. Most Prasi residents are Muslims who work as farmers only during the harvest and planting season. The rest are unemployed. To fill this spare time, entrepreneurship is the best answer. In Islam, entrepreneurship or trading is the best job. This is a challenge and an opportunity for the realization of the entrepreneurship program in the future. As a religion, Islam itself is very concerned about the issue of entrepreneurship. Many hadiths explain the virtues of trading or entrepreneurship.

The livelihoods of the Prasi village community, in general, are farmers. Prasi Village is a village with many rice fields, so most people manage their rice fields. Some people who do not own rice fields work as farm laborers. The majority of the population in Prasi Village makes a living as farmers and farm laborers. The majority of the agricultural products of Prasi Village residents are rice plants. Apart from agricultural land, Prasi village is famous for its superior commodity, namely the areca nut. Commodity production of areca nut is 33 tons per year. From this, to move the spirit of the community and strengthen friendship, we launched several programs that can produce superior products typical of Prasi Village, including KOPI PINANG. With this product, it is possible to create community entrepreneurial opportunities by utilizing the potential that exists in their village. This entrepreneurial opportunity, if optimized, can reduce the number of unemployed women and increase the program of activities for KWT mothers.

Prasi villagers also cultivate catfish. The majority of the people have a pond to keep catfish. So it is not challenging to get catfish in this Prasi village. According to Prasi villagers, catfish is a side income in fulfilling their daily needs. To provide innovation in selling catfish, we try to make products that use the main ingredient of catfish so that they are motivated to use catfish. We chose to make catfish crackers because that is not difficult for us to do with the capital and the manufacturing process. Crackers are also food commonly consumed by the community and are selling well in the market. Besides rice, Areca nut and catfish are the most abundant

commodities in Prasi village. By utilizing these local advantages in business opportunities, it is expected to improve the welfare of Prasi villagers.

With an economic empowerment program based on local advantages, it is hoped that the gap in economic problems can be overcome by making the community business actors. (Morris & Tucker, 2021) The program emphasizes the importance of innovation in managing crop yields into products with more selling value through entrepreneurial activities. From the explanation above, the problem experienced by the residents is the lack of innovation in local advantages owned by the village into products that can be sold or marketed. Therefore, we invite residents, especially KWT women (Group Women Farmers), to work together to produce and market products based on local advantages.

METODE

Assistance activities carried out by introducing technology, transferring, and at the same time assisting are very useful in the process of technology adoption by the community. Direct community involvement has proven to be very effective, shown by the increased knowledge and skills of the community in catfish cultivation and areca coffee production. However, several aspects of aquaculture activities require further assistance, including assistance in the manufacture of feed and product processing technology, so that catfish cultivation is growing and the target of increasing community income is achieved. The mentoring process uses the PAR (Participatory Action Research) approach, which begins with mapping the problem (Diagnosis), planning the movement (Mapping), carrying out transformative actions (Action), and observing and evaluating (Observe). Compiling theorizing (Reflect) (Alwi et al. ., 2021) This approach begins explicitly with the field survey method with the involvement of partners so that there is a common perspective in services to develop student talent development and analysis of problems developing in the field, FGD (Focus Group Discussion), SWOT analysis, mini-workshops, direct action in the field (Rifa'i & Pd, 2021). Researchers mapped specific methods of service in order to realize the mentoring program for the talent development mentoring program through 3 stages, each of which will have sub-activities as an indicator of goal achievement.

DISCUSSION

The majority of the population in Prasi Village makes a living as farmers and farm laborers. The majority of the agricultural products of Prasi Village residents are rice plants. Apart from agricultural land, Prasi village is famous for its superior commodity, namely the areca nut. Commodity production of areca nut is 33 tons per year. From this, to move the spirit of the community and strengthen friendship, we launched several programs that can produce superior products typical of Prasi

Village, including KOPI PINANG. With this product, it is possible to create community entrepreneurial opportunities by taking advantage of the potential that exists in their village. This entrepreneurial opportunity, if optimized, can reduce the number of unemployed women and increase the program of activities for KWT mothers.

Prasi villagers also cultivate catfish. The majority of the people have a pond to keep catfish. So it is not challenging to get catfish in this Prasi village. According to Prasi villagers, catfish is a side income in fulfilling their daily needs. To provide innovation in selling catfish, we try to make products that use the main ingredient of catfish so that they are motivated to use catfish. We chose to make catfish crackers because of the capital and the manufacturing process. Crackers are also food commonly consumed by the community and are selling well in the market.

Besides rice, Areca nut and catfish are the most abundant commodities in Prasi village. By utilizing these local advantages in business opportunities, it is expected to improve the welfare of Prasi villagers. Prasi is one of the villages in the Gading district. There is no literature or written data about Prasi village that can be used as an authoritative reference to describe the history of Prasi village. We can only trace the origins of Prasi village from various stories we got from village elders and community leaders who are natives of Prasi village. According to stories circulating in the community, Prasi village elders, and community leaders told, a woman cleared Prasi village from Baruk Pamekasan. The woman is known as Mia's persuasion. Persuade Mia intends to clear a forest that has no life in it. It used to be a massive forest with dense trees. In the forest, there are durian trees and wringin trees. To make a village, persuade Mia to target for three months in complete forest clearing into a village. After reaching three months, it turned out that the planned target could be carried out following the desired time. Then the village that has been cleared is called the village of ngepasi (from the target). The village boundary was cleared to the village of Duren (current village name). Duren village is the southern part of Prasi village. With the completion of this clearing, the village was given the name Prasi. Prasi village, whose territory was completed within three months, according to the source of this story, is why the village was given the name Prasi because, in the Madurese language, it is called "ngepasi," which means it fits the desired target. Based on the geographical conditions owned by Prasi village, a seasonal calendar can be formed according to the conditions of agriculture, plantations, and cultivation as follows:

Table 1: Prasi Village Seasonal Calendar

Description	January	February	March	April	May	June	July	August	September	October	November	December
Rainfall	oooo	oooo	oooo	oooo	oo	-	-	-	-	-	o	o-
Pola Tanam	Plant Harvest	Plant Harvest	Plant Harvest	Plant Harvest	Plant Harvest	Plant Harvest	Plant Harvest	Plant Harvest	Plant Harvest	Plant Harvest	Plant Harvest	Plant Harvest
Farmer Activities	Rice plants	Rice plants	Rice plants	Rice plants	Rice plants	Rice plants	Rice plants	Rice plants	Rice plants	Rice plants	Rice plants	Rice plants
Pest	oooo	oooo	oooo	oooo	oo	o	o	-	-	-	o	o
Labor	oooo	oooo	oooo	oooo	oooo	oooo	oooo	oooo	oooo	oooo	oooo	oooo
Life necessities	oooo	oooo	oooo	oooo	oo	oo	o	o	o	o	o	o
Catfish cultivation	Seeds Harvest	-	Seeds Harvest	-	Seeds Harvest	-	Seeds Harvest	-	Seeds Harvest	-	Seeds Harvest	-

Prasi Village is famous for its advantages in the agricultural sector, namely rice plants, while in the plantation sector, areca nut trees are very famous. The majority of the population of Prasi Village make a living as farmers and farm laborers. The majority of the agricultural products of Prasi Village residents are rice plants. Apart from agricultural land, Prasi village is also famous for its superior commodity, namely areca nut. Commodity production of areca nut is 33 tons per year. Considering rice as the primary commodity, it is not always reliable due to unstable yields when rainfall comes, and sometimes rice is infected with pests such as rats, *walang sangit*, and birds. So, from the table above, it can be concluded that to increase income other than rice, the Prasi village community uses areca nut to increase the family's economic standard.

From the betel nut plantation sector, the people of Prasi village grow areca nut and sell it in the form of betel nut that has been split and dried without further processing. From this, to optimize the management of the betel nut harvest, we have launched several programs that can produce products based on the local advantages of Prasi village, among which is COFFEE PINANG. With this product, it is possible to create community entrepreneurial opportunities by taking advantage of the potential that exists in their village. This entrepreneurial opportunity, if optimized, can reduce the number of unemployed mothers and increase the program of activities for the Prasi Village KWT mother.

Apart from rice and areca nut, the people of Prasi village also cultivate catfish. The majority of the people have a pond to keep catfish. So it is not challenging to get catfish in this Prasi village. According to Prasi villagers, catfish is a side income in fulfilling their daily

needs. To provide innovation in selling catfish, we try to make products that use the main ingredient of catfish so that they are motivated to use catfish. We chose to make catfish crackers because that is not difficult for us to do with the capital and the manufacturing process. Crackers are also a necessity for some people when meeting their needs.

Several specific strategies are needed to achieve the expected conditions as described above. The first strategy is to attract public interest in entrepreneurship. Steps that can be taken include:

1. Establish communication with community leaders and mothers who are members of the KWT (Group of Women Farmers) regarding the potential for local excellence in Prasi village. This step is taken to attract public enthusiasm for implementing the program.
2. Provision of counseling on entrepreneurship to attract the interest of the Prasi village community with KWT (Group of Women Farmers). This step was taken because they realized that most Prasi villagers have minimal knowledge about entrepreneurship, so they are rarely interested in entrepreneurship. Some people already have the desire to be entrepreneurs. However, they are confused about starting the business.
3. Search for sources to fill out the counseling. The counseling will be filled by the chairman of the KWT and the servant from the Islamic Faculty. Of course, taking resource persons from Prasi villagers is to attract the community's interest so that the community does not think that entrepreneurship is a tricky thing.

The second strategy, product manufacturing training, namely the production of catfish crackers and areca nut, which is considered the primary strategy in this program, is carried out with the following steps:

1. The Product quality, the servant with KWT, tries to make products on a small scale to ensure product feasibility. This activity is carried out with the principle of try and error, and we try to make products with the best quality and minimum capital.
2. Packaging and labels to attract customers, we create and design packaging and labels as attractive as possible so that they can compete in the market.
3. After the product is ready to be sold, we hold a training seminar for making catfish crackers and areca nuts that directly involve the Prasi village community to know the process of making the product.

The third strategy, marketing, can be done with the following steps:

1. Looking for villagers interested in continuing the business of catfish crackers and areca nuts, especially residents who are members of the KWT.
2. Help find a sales network in Prasi village.
3. Helping managers to be able to market products online.

The changes expected from this program are:

1. The citizens' interest in entrepreneurship by utilizing local advantages, especially mothers in the KWT group. That way, the community is more creative in utilizing local advantages in products with high selling value. Entrepreneurship can also be used as an alternative job apart from farming. In this way, Prasi villagers do not only depend on harvests which take a relatively long time.
2. Increasing the welfare of the community through entrepreneurship. By holding training on making products based on local advantages, the community knows that making products that can be sold in the market is expected to increase the income of residents and improve the economic standard of the community.

Intervention Logic	Objectively verified indicators (Objectively Vwriable Indicator/OVIs	Source of Verificat ion/SOV	Progress towards achieving goals and results
Target			
Minimizing unemployment among KWT (Women Farmers Group) and Prasi village communities by producing and marketing products based on local advantages	Increasing employment opportunities by producing and marketing products based on local advantages, namely the production of catfish crackers and areca nut coffee	Village government periodic reports, photos before and after activities, etc	Public awareness to utilize existing natural resources for economic growth through the manufacture of products based on local advantages
Goal			
Economic empowerment of the Prasi village community, especially KWT (Women Farmer Group) by producing and marketing products based on local advantages	KWT (Women Farmers Group) is able to produce and market products based on local advantages	Village government periodic reports, photos before and after activities; etc	KWT (Women Farmers Group) has been able to produce and market products based on local advantages, namely the production of catfish crackers and areca nut coffee.
Results			
The establishment of KWT (Women Farmers Group) capable of producing and marketing products based	KWT (Women Farmers Group) is able to produce and market products based on local advantages such as catfish crackers and areca nut coffee	Village government periodic reports; photos before and after	A group of women who are members of the KWT (Group of Women Farmers) in Prasi village.

on local advantages		activities; etc	
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The support from the community determines the success of this program. To get support from the community, we coordinated with the village government and community leaders and asked for their input. Empowerment efforts will be more effective and efficient then the empowerment efforts are followed by three approaches as follows:

1. Participatory, the fundamental element of the empowerment process in the community is participation and social mobility. This departs from the assumption that the assisted residents, in general, cannot organize themselves without assistance from outside parties. Therefore, an essential thing in the empowerment process is how to build self-awareness that they are the agents of the change process.
2. Community Based Research; is a community-based approach that can be done in order to build partnerships aimed at building social movements and social change.
3. Asset Based Community Development, the efforts made above will be more successful when followed by empowerment programs based on local superiority assets, such as the utilization of catfish and areca nut, which are the leading commodities in Prasi village.

The mentoring and empowerment program may be successful by using the three approaches above in the community empowerment process. Thus, the empowerment process in Prasi village is carried out through a family economic empowerment program based on women's farmer groups. Program to empower women farmer groups in improving the family's economic level through the production and marketing of products based on local advantages. This program relies on collaboration with KWT (Group Women Farmers) Prasi village. This program is carried out to improve the community's economic level through entrepreneurship. In this program, at least two aspects are analyzed, namely: the management of local advantages of areca nut and catfish crackers

1. Management of local excellence in Prasi village

a. Areca Plant

Areca nut is a palm that grows in the Pacific, Asia, and eastern Africa. Areca nut is also the name of the fruit traded by people. Prasi itself is a village where one of the local advantages is the betel nut. People plant areca nuts to take the fruit and then dry it. After the betel nut is dry, the community will then sell the dried betel nut to the wholesaler for further sale out of town.

b. Catfish cultivation

Catfish is a fish that lives in freshwater. Catfish are easily recognizable because of their slick body, slightly flattened and elongated, and have long

"whiskers," which stick out from around the mouth. Catfish itself is a freshwater fish that Prasi villagers widely cultivate. In farming practices, the community admits that they get catfish seeds from the wholesaler, and then they return them after the catfish are ready to be harvested.

2. Analysis of Management of local excellence

This process is followed by an analysis step towards the management of the flagship program as follows:

a. Areca nut

Monitoring results show that the betel nut harvests are sliced and dried. After drying, the betel nut will be sent to a wholesaler and exported to other cities. Recommendation for action: considering that not all betel nut can be deposited to a wholesaler, only good betel nut and whole round slices, while for areca nut crumbs not being used, we took the initiative to make KOPINANG products, namely coffee products with a mixture of areca nut and other ingredients so that they can be made into a product. Nutritious herbal drinks can be marketed.

b. Catfish cultivation

The monitoring results show that most Prasi villagers who cultivate catfish are passive sellers. They receive catfish seeds from one party and then sell their harvest to the party giving the seeds, and even then, only for catfish with a predetermined size and in good condition. For catfish that fail to grow or are disabled, this party does not accept. Recommendations for action: considering that catfish that wholesalers do not accept are only consumed directly, we suggest turning the catfish into a catfish cracker product to be sold and increasing the economic welfare of the residents.

CONCLUSION

Assistance activities carried out by introducing technology, transferring, and at the same time assisting are very useful in the process of technology adoption by the community. Direct community involvement has proven to be very effective, shown by the increased knowledge and skills of the community in catfish cultivation and areca coffee production. However, several aspects of aquaculture activities require further assistance, including assistance in the manufacture of feed and product processing technology, so that catfish cultivation is growing and the target of increasing community income is achieved.

Based on local advantages, the Women Farmer Group Empowerment Program (KWT) first evaluates the local advantages of Prasi village and then produces products and is marketed to support the economy of the Prasi village community. In the second stage, the product is produced with KWT. The product is made from areca nut and catfish, superior commodities in Prasi village. Pinang is made into Pinang coffee, while catfish are made into crackers. These products are

then produced on a larger scale by KWT of Prasi village and servant of this program to be marketed online and offline.

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